Analysis Of The Influence Of Consumer Behavior, Product Attributes And Brand Image On Purchasing Decisions Of Pharmaceutical Industry Products Consumers

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Abstract:

The purpose of this study is to determine whether consumer attitudes, brand perception, and product characteristics all concurrently have a substantial impact on purchasing decisions. This study employs quantitative descriptive techniques along with a survey methodology. The author employs a variety of data collection techniques, including field research and library research, while gathering data for analysis. Open and closed questionnaires were both used by the researcher in this instance. The multiple linear regression analysis model includes the requirement of testing the analysis requirements. A two-way significant test was applied in this investigation. The t-test results demonstrate that the product attribute variables have a significant and favorable influence on the dependent variable (buying decisions), based on the findings of the partial multiple regression test. The dependent variable (buying decision) is significantly and favorably influenced by the brand image variable. The dependent variable (buying decisions) is significantly and favorably influenced by the customer attitude variable. Based on the outcomes of the simultaneous multiple regression test, the F-test results reveal that the three independent variables, namely the product attributes, brand image, and consumer attitude, significantly influence the purchasing decision variable with a significant value of 0.000 and an f-count > f-table value.

Keywords: product attributes, brand image, consumer attitudes, purchasing decisions.

Introduction

Companies currently face a very high level of competition. This happens because many companies offer similar products aimed at meeting certain consumer needs. In this situation, competition will become increasingly tight, so many companies can win the competition that occurs. Companies that have the opportunity to win the competition are those that are able to design and strategize programs that are superior to those of their competitors. So, in order for businesses to develop their products, set pricing, run promotions, and distribute things efficiently in the face of competition and business growth, one activity that is undertaken is marketing. One of the simplest definitions of marketing is the process of discovering and satisfying social and human needs; another is the process of doing so profitably. According to the American Marketing Association, marketing is a function of an organization and a collection of procedures for developing, disseminating, and providing value to customers as well as for managing customer relationships in a way that is advantageous to both the company and its shareholders. Marketing's objective is to get to know and understand consumers so that the right product or service will fit their needs and then sell itself (Alma, 2017).

One of the strategies of a marketing program is a strategy that is demonstrated and also market- and consumer-oriented. Because consumers really determine the survival of a company, they must be considered when creating good relationships. The important role of consumers has forced every company to develop strategies to attract consumer interest so that they become buyers of its products. It doesn't stop there; with all its strategies, the company continues to strive to make consumers loyal customers. Marketing also includes the satisfaction of consumer needs and desires. The job of any type of business is to deliver customer value in order to make a profit. To increase company profits, the company must be able to increase product sales. Increasing sales can be done by increasing consumer purchasing decisions for products. Making decisions about what to buy in order to satisfy needs and desires is a problem-solving process that involves identifying needs and wants (problem recognition), gathering information, weighing available options, making a decision, and acting on that decision. Smart companies strive to understand the full customer purchasing decision process and all their experiences in learning, selecting, using, and even disposing of products. In deciding on consumer purchases of products, consumers decide based on brand, supplier, quantity, time, and payment method (Kotler et al., 2019).

A company that is able to compete in competition is a company that is able to become a leader, one of the companies that is a top brand. One of the companies that is able to compete in the world is Johnson & Johnson, a company from America that has a flagship product for baby equipment that is a top brand with a position secondly, with a percentage that is quite far from its competitors such as Zwitsal and My Baby. This proves that the company is able to compete with other baby equipment products. In 1982, the company experienced a case regarding the presence of poison in its Tylenol product, a pain medication produced by the McNeil Consumer Product Company, which later became a subsidiary. This creates a bad image for the product. However, in 1986, the company was able to convince consumers of Tylenol products by changing the packaging, with the new packaging costing an additional $2.4 cents per bottle because it was more sophisticated and could not be forced open (tamper proof). The costs of the old stock withdrawal campaign, including discount costs for dealers, are quite large. This proves that the company is able to convince consumers to make a decision to defend the product. Measuring consumer attitudes toward producers is very important. Companies can find benefit categories, create new goods, and plan and assess promotional strategies by understanding consumer attitudes. It might be challenging to identify the attitudes of product users since sometimes they are outspoken about their wants and demands. But they frequently respond by having second thoughts and doing something else (Sudirjo et al., 2023). Therefore, producers need to study attitudes to prepare a set of marketing policies so that consumers want to use their products.

Literature Review

A purchasing decision is the choice between two or more different purchasing decision possibilities, therefore there must be a variety of options accessible for someone to choose from. How a decision is made can be influenced by whether or not to make a purchase. Because they are frequently utilized as the foundation for consumers to make

a purchasing decision, product qualities are extremely crucial to pay attention to. Consumers will respond to the goods and all of its qualities in order to make a purchase. When deciding whether to purchase a product, a person will initially think about its advantages before moving on to other considerations. Brand, packaging, guarantee, service, and other aspects of a product that consumers value and utilize as the foundation for purchasing decisions are examples of product qualities. In other words, consumers will consider a product's features before deciding whether or not to buy it. Marketers must pay attention to this so that the company's goals in terms of satisfying consumer needs can be achieved in accordance with the marketing concept that consumer satisfaction is a condition for the company's survival (Schiffman & Kanuk, 2018).

Apart from product attributes, brand image also needs to be considered because it is an important aspect of a product. A positive brand image reflects customer enthusiasm for responding to the company's offerings for their needs (Kawiana et al., 2021). To find out whether the product will be purchased or not, because if the image of a product has been ingrained in the consumer's mind, then when the consumer has plans to buy a similar product, the first thing that appears in memory is the brand that has been ingrained in his memory. So that reflexively it will be accurate, buyers are the lifeblood of the company (Setiawan & Suryoko, 2017). When discussing purchasing decisions, there are factors that influence them, which are the basis for management's formulation to determine what strategy to implement (Halawa & Dewi, 2019). A brand image or brand description is a summary of consumer perceptions and associations with a certain brand. Multidimensional scaling, projection techniques, and other quantitative and qualitative methods have been created to help expose consumer views and associations towards a specific brand (Sumarsono, 2012). For businesses to build marketing strategies and initiatives focused on consumers, brand qualities, and image, it's crucial to understand customer attitudes. Consumer sentiments typically have a significant impact on behavior when determining what to buy or which subscriptions to join. Customers specifically select goods or services that are thought to be the most lucrative. Consumer behavior refers to the actions taken by customers when they look for, utilize, assess, and position goods and services that are meant to meet their requirements (Tjiptono, 2015).

Methodology

This research approach is based on a survey approach. This type of research, according to the level of explanation, is quantitative-descriptive. In this research, researchers will collect primary data, namely data obtained from primary sources, both individuals and private individuals. In collecting data to be analyzed, the author uses several data collection methods, namely: library research and field research. In this case, the researcher used open and closed questionnaires. This method is used to obtain data about product attributes, brand image, and consumer attitudes. Data analysis techniques use validity and reliability tests. The following step is to assess the reliability of the research instrument's data after determining the validity of the research instrument. A questionnaire is an indicator of a variable or construct, and reliability is a tool for measuring it. This dependability test is designed to check for data consistency over an extended period of time, specifically to see how reliable or trustworthy the measurements are. Testing analysis requirements are used as a requirement in the multiple linear regression analysis model. In this study, a two-way significant test was used.

Case studies

Based on research results obtained from questionnaires given to 60 consumers, it can be seen that the percentage of women is greater than that of men. According to the questionnaire distribution statistics, 3 out of 60 respondents were male, or 5% of the total, while 57 out of 60 respondents were female, or 95% of the total. Respondents aged under 25 years were 3 respondents, or 5%; respondents aged between 25 and 30 years were 21 respondents, or 35%; respondents aged between 30 and 35 years were 28 respondents, or 47%; respondents aged between 35 and 40 years were 6 respondents, or 10%; and respondents aged over 40 years were 2 respondents, or 3%. This shows that baby products are generally purchased by young women. The results of respondents' answers to the product attribute variables can be explained as follows: Baby products are products that have guaranteed quality. The brand

is a brand that describes the benefits of the product. This product is a mainstay for the family. Easy-to-use product. The product has a simple, safe, and economical design. This is a product that is easy to distribute. The results of respondents' answers to the brand image variable can be explained as follows: The company produces products that function well. The product has an attractive appearance or packaging. The prices of the products are quite affordable for consumers. The brand is a product that is easy to pronounce. Brands are products that are easy to remember. The product has a unique physical form. This product is a well-known one. The general public is in favor of this product.

The results of respondents' answers to the consumer attitude variable can be explained as follows: Respondents have knowledge about the product. The experience that the respondent has had has made the respondent want to use the product. Respondents choose products based on the feelings of consumers who have used them. Respondents choose products based on consumers who are comfortable using them. Respondents will recommend their friends to use the product. Respondents will buy and use the product. The results of respondents' answers to the purchasing decision variable can be explained as follows: Respondents need baby products to keep babies' skin clean and soft. Before using this product, I sought information from family, friends, and neighbors. Before using the product, respondents looked for information from advertisements, salespeople, and intermediary traders. Before using the product, respondents sought information from consumer branch organizations. Respondents know about the product because they have used it. Respondents are proud to use the product. Respondents are confident in the quality they have. Respondents buy products because they are quality products. Respondents buy products because they are well-known brands. Respondents bought the product because there were quite a lot of places selling it. Respondents buy products because they have a quantity or volume of content that matches consumer desires. Respondents were satisfied with the product. Respondents will buy the product again if they need it. After the respondent buys the product, they explain the advantages of the product to other people.

Based on the study's findings, it can be shown that product attributes have a t-count coefficient of 3.5 and a t-table of 2.00. There is a sig value for the product attribute variable. When t-count > t-table (3.5 > 2.00) and (0.001) < 0.05 indicate significant results, Ha is accepted and Ho is denied, indicating that the product attribute coefficient partially influences purchasing decisions. This demonstrates that the purchasing decision is more important the higher the product attribute. The findings of this study are consistent with earlier studies. Regression using multiple linear models is the technique. The analysis conducted using the SPSS program produced the following findings: there is a positive and significant relationship between advertising and purchasing decisions as well as a positive and significant relationship between product qualities and purchasing decisions. It is clear that while the t-table is 2.00, the t-calculated brand image coefficient is 2.8. There is a sig value for the brand image variable. When t-count > t-table (2.8 > 2.00) and the significance level of (0.006) < 0.05 are met, Ha is accepted and Ho is rejected, indicating that the brand image coefficient partially influences purchase decisions. This demonstrates that consumers are more motivated to buy a product when they have a positive perception of the brand. The findings of this study are consistent with earlier studies. The study's findings demonstrate that the dependent variable, or purchasing decisions, and the independent factors, or brand image, price, and product quality, have a substantial relationship and influence.

The t-calculated consumer attitude coefficient is 2.7, while the t-table is 2.00, as can be shown. There is a sig value for the customer attitude variable. When t-count > t-table (2.7 > 2.00) and (0.008) < 0.05 indicate significance, Ha is accepted and Ho is rejected, indicating that the consumer attitude coefficient has a substantial impact on purchase decisions in part. This demonstrates that a consumer's propensity to buy a product increases with how positively they feel about it. The findings of this study are consistent with earlier studies. According to the findings, knowledge had little bearing on purchasing decisions, however attitude did. The f-count number from the collection was 44.3, while the f-table value was 2.77. The three independent factors, namely product features, brand image, and customer attitude, strongly contribute to the purchasing decision variable, as shown by the fact that the f-count value (44.3) > the f-table value (2.77). As a result, the regression model that was obtained can be used to make predictions. Therefore, it can be said that Ha is accepted but Ho is rejected. The findings of this study are consistent with earlier studies. Regression using multiple linear models is the technique. The study's findings demonstrate that the dependent variable, or purchasing decisions, and the independent factors, or brand image, price, and product quality, have a substantial relationship and influence.

A constant value of 0.29 is indicated by the regression equation. According to this, purchase decisions will

rise if the variables for product attribute, brand image, and customer attitude are taken as constants or have a value of 0 (zero). The purchasing decision variable will increase if the product attribute variable increases by one unit, given all other factors are assumed to be constant (the regression coefficient on the product attribute variable is 0.550). The brand image variable's regression coefficient is 0.52, which indicates that if other variables are held constant, the purchase decision variable will increase if the brand image variable rises by one unit. The consumer attitude variable's regression coefficient is 0.6, which indicates that a rise in the consumer attitude variable will result in an increase in the purchase decision variable. assuming that those other variables are regarded as constants. The corrected R square value is 0.68 (68%), indicating that the independent variables product features, brand image, and consumer attitudes have an impact on the 68% purchasing decision variable when employing the regression model. Price, consumer motivation, consumer perception, and other unidentified factors or variables, which are not part of this regression analysis, are responsible for explaining the remaining.

According to the results of the multiple linear regression test, it is concluded that there is a relationship between product attributes and purchasing choices. As a result, businesses should innovate their products to enhance product attributes by using high-quality materials, providing appealing designs, and displaying designs that appeal to consumers. 39 people responded affirmatively, which is the highest response to the question on the product's usability, according to the respondents' responses. Respondents presently prefer items that are simple to use, which demonstrates the necessity for businesses to make things simple. The brand image variable influences purchase decisions, hence it is important to enhance the brand image, according to the research findings. Businesses must boost consumer perception of their brand by enhancing the superiority and quality of their products. In response to the second question, 40 respondents gave an affirmative response, and the majority of those responses focused on the product's appealing packaging and look. This demonstrates that consumers prefer items with appealing packaging and look, thus businesses should update their designs to appeal to customers. Companies should adopt better consumer attitudes through fostering greater consumer trust in order to improve consumer attitudes. According to the results of the respondents' responses, it can be seen that the majority of concurring responses, or 32 respondents, were in the question about product recommendations to friends. As a result, businesses should improve customer satisfaction so that customers will recommend their products to other customers.

Conclusion

The t-test results demonstrate that the product attribute variables have a significant and favorable influence on the dependent variable (buying decisions), based on the findings of the partial multiple regression test. The t-count value > t-table illustrates that. The t-test results demonstrate that the brand image variable has a significant and favorable influence on the dependent variable (buying decisions), based on the partial multiple regression test results. The t-count value > t-table illustrates that. The t-test results demonstrate that the consumer attitude variable has a significant and favorable influence on the dependent variable (buying decisions), based on the findings of the partial multiple regression test. The t-count value > t-table illustrates that. Based on the outcomes of the simultaneous multiple regression test, the F-test findings reveal that the three independent variables, namely product attributes, brand image, and consumer attitudes, have a significant value of 0.000, and the F-count value > F-table offers a significant contribution and a large impact on variables related to purchasing decision. It is advised that academics who want to perform similar research look at elements outside product attributes, brand image, and consumer attitudes since, according to this research, there are still additional factors that impact purchasing decisions 32% of the time.

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